

Social media for brand image manipulation: an automotive industry applied approach

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INFORMATION

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ABSTRACT

The paper illustrates how social media marketing and analytics can assist businesses in achieving branding objectives by increasing their social media impact through advertising, getting social, using appropriate keywords, and creating effective and interactive communication channels with their intended audience. The multifaceted influence of social media postings is demonstrated by leveraging the Toyota Motor Corporation example. An explanation of how defamatory incidents have impacted the company's social media atmospheric image is also included. Evidence of how negative intervals of social media presence could have been intelligently reversed through efficient content infusions is presented. Among numerous instruments allowing for analysis of marketing strategy results, "Social Mention", "Talkwalker" and "Mentilytics" were selected in order to demonstrate the efficiency and utility of social media monitoring methods using freely available tools. In this study, Toyota's social media marketing strategy is highlighted by presenting measurements of variables such as the reach, strength, passion and sentiment of the brand over randomly selected time windows, demonstrating the dynamically evolving field of social media monitoring techniques.

KEYWORDS

social media marketing, social media analytics,
social media monitoring, social media metrics, sentiment analysis,
Toyota marketing strategy



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Introduction

The use of social media to accomplish marketing communication and branding objectives is known as social media marketing (SMM) (Felix et al., 2016). SMM consists primarily of tasks linked to paid social media advertising and social sharing of articles, videos and photographs for marketing goals (McCormick, 2022). It contributes to increasing website traffic, creating brand awareness (Malukas, 2017), constructing a brand identity and forging stronger ties with the target market.

Monitoring tools can be used to quantify a company's social media return on investment (ROI) in order to evaluate such promotional efforts (Powell et al., 2011). Many different tools are available to analyse the outcomes of a marketing strategy (Wang, 2015). Monitoring social media involves analysing online discussions to gather important information on the company's customers.

One of the first companies to use social media monitoring and analysis applications was the Toyota Motor Corporation, the largest automaker in the world (Kato, Smalley, 2010), with 10 million vehicles sold in 2012 (CIO Executive Council, 2023).

In this paper, some significant features of Toyota's SMM are first shown with reference to key facts. Subsequently, an analysis of Toyota's brand name in social media is presented by data acquired by simplified monitoring tools in order to highlight the impact of certain actions and facts in the social media realm as well as to demonstrate both the positive and negative influence of certain content's infusion.

1. Related work

Thanks to social media, organisations are able to continuously monitor customer feedback, policies and regulations. As demonstrated by Axhiu et al. (2014), sentiment analysis can be used in business to notify concerned parties of specific positive or negative comments and issues that might negatively affect the brand. It was determined that using sentiment analysis to evaluate how customers feel about various products, services and advertisements might help organisations optimise their services, business processes and departmental communications (Axhiu et al., 2014). Isah et al. (September 8-10, 2014) adopted an approach for gathering and analysing the opinions and experiences of consumers of drugs and cosmetics

using the techniques of text mining, sentiment analysis and machine learning utilising Facebook comments and data from Twitter for brand analysis.

Later, Dewi and Zaanen (May 4-5, 2017) investigated the connection between sentiment analysis and how consumers perceive brands. The information obtained from surveys about brand perception was compared with the results of sentiment analysis conducted on tweets. Kim (2017) demonstrated how the enormous diversity of Twitter feeds can be a helpful tool for assessing consumer opinions of business brands. A proposed novel particular sentiment analysis approach is based on Twitter and includes viewpoint spam filtering as well as the development of brand-relevant lexicons to evaluate brand recognition. The aim of this method is to aid the development of a more dynamic, automated and cost-efficient alternative to traditional survey techniques.

Önden et al. (2018) suggested SMM methods for brands based on sentiment analysis and text mining with Google Natural Language Processing using data from Twitter. Ahmad et al. (December 20-22, 2018) proposed a solution that would assist users in learning about regional and global opinions about a product. The information was extracted from specific customer comments and aided the decision whether to purchase a product or not.

In order to assess brand personality using elastic net regression analyses on a big corpus of social media data, Hu et al. (2019) proposed a text analytics framework that utilised various distinct sources of social media data produced by customers, employees and businesses. According to Kaiser et al. (2019), who investigated Facebook images taken from a number of accounts in Germany and the United States, posting brand photos – that is, images with the brand's name or logo – is associated with brand devotion, brand trust and word-of-mouth (WOM) endorsement of the business being studied. Additionally, the researchers developed a hybrid machine learning algorithm which utilises genetic search and artificial neural networks to estimate users' appreciation of the brand, devotion to the brand and WOM endorsement from the content of their brand photographs posted on Facebook, highlighting the implications of social media monitoring. Rajan (2019) further emphasised that social media content marketing is essential for delivering trustworthy information to customers and encouraging brand engagement. He suggested a few metrics for assessing the company's brand health, including time on site, returning visits, social likes and interaction from Facebook, Twitter, Instagram and Google Plus. Samoaa and Catania (January 25-29, 2021) obtained social media texts

and analysed them based on predefined metrics for brand analysis, utilising features such as sentiment and geolocation, applying multiple types of learning and natural language processing approaches, including deep learning and geographical ontologies. Nwohiri and Amaechi (2022) proposed a web-based brand monitoring system that has the potential to help businesses and organisations monitor public sentiments or opinions about their brand, products or services and therefore determine the emotional meaning of communications.

In order to study the impact of brand and customer views on SMM engagement as well as to evaluate the ways that application of social media in international marketing affects brand and company performance in foreign markets, Witek-Hajduk and Zaborek (2022) used a representative sample of 245 large and medium-sized businesses using social media in international branding. Finally, Priya and Kesavaraj (2022) discussed how different analytic applications for marketing can be utilised to juxtapose brands and depict brand positioning, as social media is used to advertise and raise awareness of a variety of brands, products, services and information.

2. Methodology

In this article, three freely available social media monitoring tools are used in an attempt to demonstrate the multidimensional impact of social media posts on brand management. An expert in this field, the Toyota Motor Corporation, was selected for data retrieval, as it is considered as one of the very early users of social media to develop effective strategies (Kato, Smalley, 2010) aimed at raising and manipulating the awareness of the company's brand name, sometimes under uncomfortable circumstances. First, "Talkwalker" was used to monitor "Toyota" mentions globally in an attempt to demonstrate how a combination of an efficient SMM strategy and social media monitoring enables acquisition of data, the analysis of which has the potential to constantly provide feedback towards the improvement of the strategy itself. Subsequently, a simplified monitoring tool of the past, named "Social Mention", was used to highlight the impact of certain actions and facts in the social media realm as well as to demonstrate both the positive and negative influence of certain content's infusion on the brand name (Axhiu et al., 2014). An applied approach using the Toyota social media data was used over time windows several years after the introduction of social media monitoring methods. Social Mention

claimed that it could monitor 100+ popular social media properties directly by instantly measuring variables such as reach, strength, passion as well as positive or negative sentiment (Liu, 2015). Two time windows were chosen for this investigation: from October to November 2016 (time window 1) and from February to April 2017 (time window 2).

In recent years, an investigation was carried out using “Mentionlytics” (Malukas, 2017) which monitors data by analysing mentions by country, performing sentiment analysis and observing metrics such as social reach and social engagement. For this investigation, a 15-day time window in 2021 and an 18-month time window from June 2019 to December 2020 were selected. The results of the more recent time window were juxtaposed with those obtained from Social Mention over the older time period.

The analysis described above highlighted how social media content management, and therefore marketing strategy, affects metrics such as reach, passion, strength, social engagement as well as positive to negative sentiment ratio (Öztamur, Karakadılar, 2014). Thus, it has the potential to facilitate the achievement of branding goals when used efficiently.

3. Analysis and results

3.1. Toyota’s social media marketing strategy

Toyota’s marketing team understood the value of social media exploitation throughout its marketing strategy from very early on (Hibino et al., 2017). Its involvement in developing smartly tailored social media techniques for marketing purposes has been observed since before 2010, and very soon, the company was envisaged as a pioneer in this area. One of the key events that led to the company achieving this expertise level was the 2010 Digg incident. A challenging scenario involving the recall of 2.3 million vehicles developed throughout that year. The president of Toyota’s North American Sales Operation conducted an interview using the Digg Dialog tool (Liu, 2015) in order to tackle the PR nightmare, while monitoring was utilised to track the YouGov BrandIndex (eCMetrics, 2011) (customers’ perception of the brand) at the time of the discussion in real time (graph 1). The incident prompted 1.2 million views and helped the brand recover its reputation (Wasserman, 2011).

Toyota showcased a brand new prototype in 2013 that utilised public Facebook and Twitter data during annual innovation exhibition.

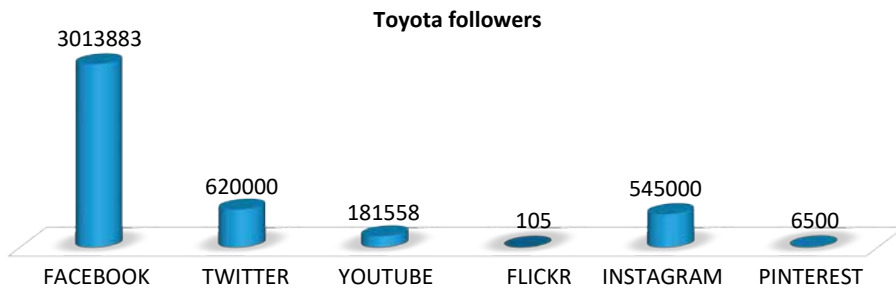


Graph 1. Digg Dialog monitoring via YouGov BrandIndex

Source: (eCMetrics, 2011).

Subsequently, Facebook, Twitter, YouTube, Instagram and Pinterest were all gradually incorporated into the company's marketing strategies. Facebook has been employed for posting multimedia content, including videos and photos. This content quickly reaches hundreds of thousands of users who use the "like" option to express their approval. The utilisation of Twitter's microblogging service for disseminating short posts dates back to 2017, when Toyota's social media team started posting thousands of tweets to the >150 000 followers of the company. In the same year, the company's YouTube channel received more than 50 million views and over 32,000 subscribers. Toyota's YouTube account was soon divided into sections according to the various car models, commercials, howto guides and community stories. It was Instagram's unique features, mainly the 15-second videos, that also attracted Toyota (Kato, Smalley, 2010). Back then, the new Tundra truck as well as the RAV4 and 4Runner vehicles were advertised through such Instagram videos and were promoted through paid Facebook advertisements. Pinterest provided Toyota with flexible tools, such as producing boards and pinning photos, generating thousands of followers. At the time, the most popular boards included the "Toyota Infographics" with 22 pins of pure, uncut infographic content and the "Dream Car Art Contest" that featured fantastical vehicles designed by Toyota's youngest fans.

According to Zack Hicks, the group vice president for Toyota Motor Sales, USA, and CIO for Toyota operations in North America, social media monitoring aids the automaker in understanding consumer wants and spotting quality issues (CIO Executive Council, 2023). Social media monitoring has been used to extract the social media data utilised by the Toyota marketing team from social networking sites such as Facebook, Twitter and YouTube (graph 2) to illustrate the responses of customers who are actively engaged in the social media sphere (McNew, 2013).



Graph 2. The presence of Toyota on social networking sites in 2017

Source: (Vagianos, Koutsoupias, 28-30 September 2017).

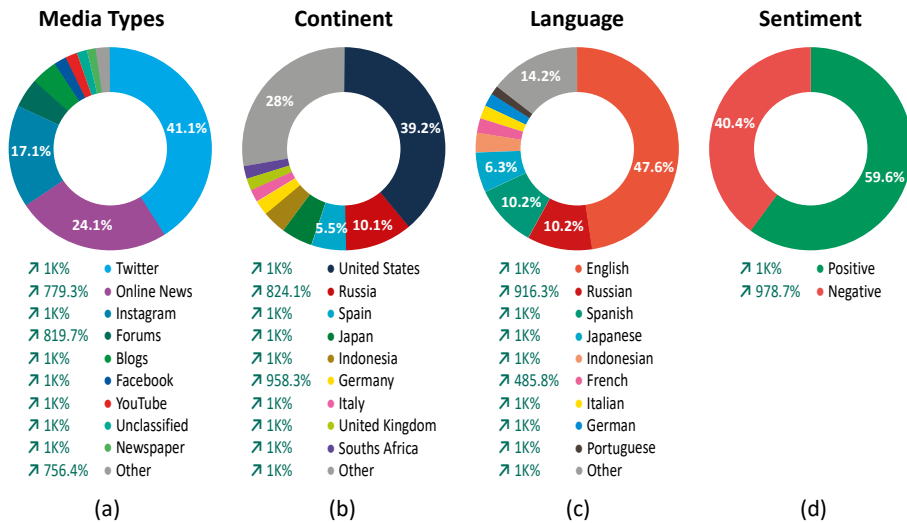
By 2015, the company's expertise was based on three combined tactics that proved to produce the best results according to Toyota's SMM strategy: the use of short branded videos, implementation of social media monitoring (Digital Innovation and Transformation, n.d.) and utilisation of Pinterest due to its effectiveness in improving the brand's appeal (Wang, 2015).

Another remarkable issue was Toyota's early decision to get involved in other forms of online social networking, for example in virtual reality platforms of online games. The company soon established a presence in games such as "Second Life" and "There.com", where users could adopt a virtual character and lead a "normal life". In this virtual life, users could acquire goods, including cars. Consumer interactions in the game led to the establishment of a strong brand name and brand awareness, which could easily transfer to the offline world.

3.2. Social media monitoring of "Toyota" mentions

Like many other car manufacturers, in less than 5 years, Toyota's social media team understood that the key to success in the years to come would be the combination of an efficient SMM strategy and social media monitoring aimed at the acquisition of data, the analysis of which would constantly provide feedback towards improving the proper SMM strategy (Malukas, 2017). Several social media monitoring tools have been developed by third parties, while many companies with adequate resources have established their own customised approaches to fit their needs.

Graph 3a shows information relating to Toyota's social media platforms preferred by the fans of the company by November 2016. Such information could be easily extracted by online tools such as Talkwalker. Using this



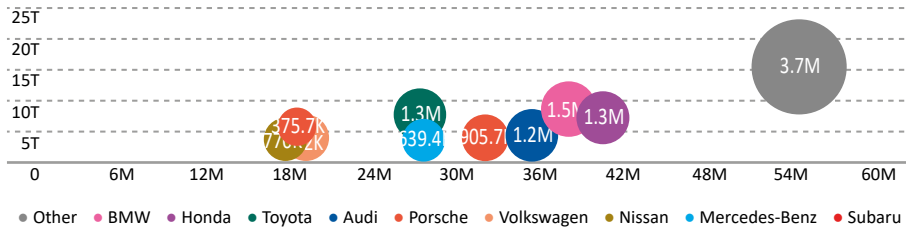
Graph 3. Toyota’s social media presence according to (a) media type, (b) country, (c) language and (d) sentiment in November 2016

Source: Own elaboration using the Talkwalker tool.

specific tool enabled the extraction of an overview of Toyota’s social media audience according to its country of origin as well as native language (graph 3b, c). Based on the information shown in the above graphs, the company’s social media team determined that most of the content on the social media platforms used by Toyota was produced in the United States, followed by Russia. Moreover, the popular social media network for Toyota was Twitter. It appeared that the company’s tweets could reach the target audience directly. Lastly, it was established that the most popular language was English, followed by Russian, Spanish and Japanese.

In these monitoring procedures, an essential method for measuring the accomplished level of success of SMM is sentiment analysis (Liu, 2015). In this process, content is analysed through artificial intelligence (AI) algorithms or other machine learning (ML) techniques aiming at characterisation of the sentiments at the receiver’s side as positive or negative (graph 3d).

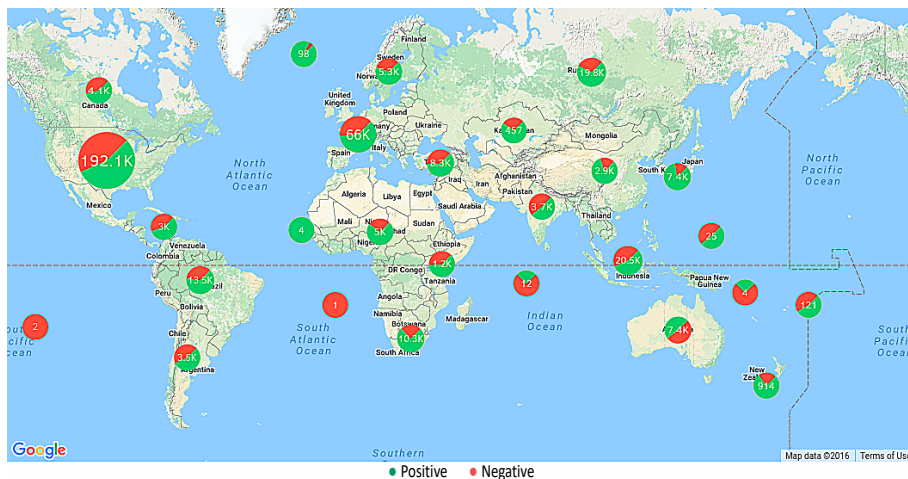
Graph 4 demonstrates the impact of Toyota’s content globally, based on algorithms developed by Talkwalker. Toyota could juxtapose its social media performance with competitors (graph 4), take into account additional information, such as the overall sales data, and therefore locate vulnerabilities of its marketing technique and further improve its social media strategy.



Graph 4. Toyota’s impact in social media measured in November 2017 using the Talkwalker tool

Source: Own elaboration using the Talkwalker tool.

Graph 5 demonstrates the ratio of positive to negative sentiments of “Toyota” mentions in 2017 according to location. The data were acquired by the Talkwalker tool.



Graph 5. Global online sentiment for Toyota in April 2017 measured by the Talkwalker tool

Source: Own elaboration using the Talkwalker tool.

Based on the above information, it is clear that in a short period, companies not only had access to monitoring tools but also used them to constantly develop effective SMM strategies. In this paper, the use of a freely available tool of this kind has been analysed with a focus on Toyota’s social media content over two time windows in an attempt to highlight the rapidly formed broad field of social media monitoring capabilities in digital marketing. The evaluation process is described in the following paragraph.

3.3. Social media metrics of “Toyota” mentions over two time windows

In order to implement an applied approach for the Toyota case study several years after the introduction of social media monitoring methods, the Social Mention (*Social Mention*, n.d.) online tool was selected for data collection. Social Mention enabled real time social media search and analysis, resulting in the accumulation of user-generated content across the globe into a single stream of information (Vagianos, Koutsoupias, September 28-30 2017). It allowed for easy tracking and measuring of what people were saying globally in relation to a key word or phrase in real time. Already in 2016, Social Mention claimed that it was capable of directly monitoring 100+ popular social media properties.

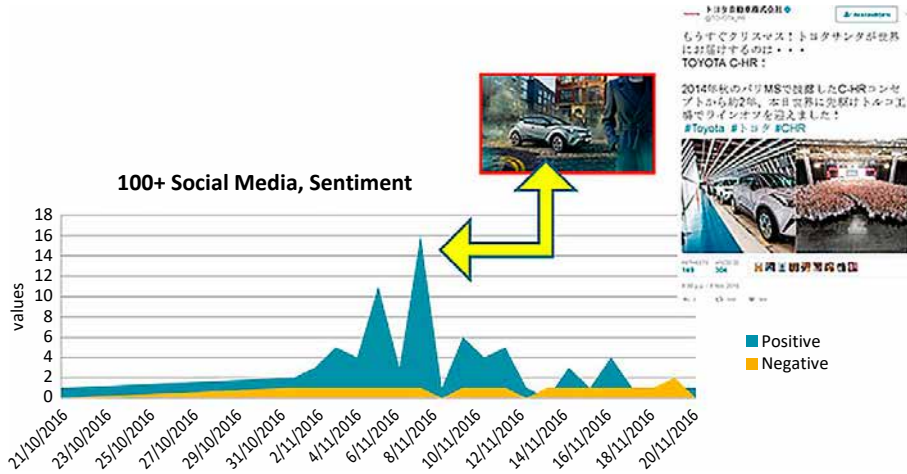
The tool performed monitoring by measuring variables instantly. By retrieving them, e.g. on a daily basis, the corresponding datasets could be analysed further. The acquired variables included the reach, strength, passion as well as the positive or negative sentiment of the used key word, which in the present investigation was the Toyota brand itself. Reach was described by Social Mention as a measure of the range of influence. In this paper, it is the number of unique authors referencing the brand divided by the total number of mentions. Respectively, strength was the likelihood of the brand was discussed in social media, e.g. phrase mentions within the last 24 hours divided by the total possible mentions. Passion was a measure of the likelihood that the individuals talking about the brand would do so repeatedly. Sentiment indicated the ratio of mentions evaluated as positive to those determined as negative.

The values of the variables above were taken over two time windows: from October to November 2016 (time window 1) and from February to April 2017 (time window 2). The corresponding datasets could be diversely analysed by a variety of statistical methods (Benzécri, 1992); for example, by applying hierarchical clustering methods (Papadimitriou, 2007) in order to examine the behaviour of variables (Vagianos, Koutsoupias, September 28-30 2017) as well as the effectiveness of the applied marketing methods.

In addition to highlighting the broad scientific analysis perspectives using these datasets, it was determined by visual observation that the variation of some variables was in many cases in full correspondence with real life facts related to the company’s commercial activities.

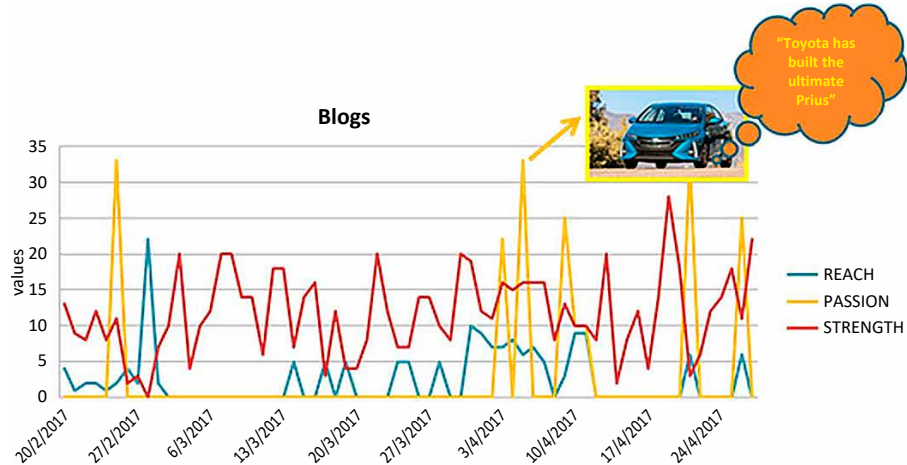
Graph 6 demonstrates the spikes in the positive to negative ratio of “Toyota” mentions across more than 100 social media platforms in the period

2-8 November 2016, when the company’s twitter account was used to inform about the new Toyota model C-HR entering production lines.



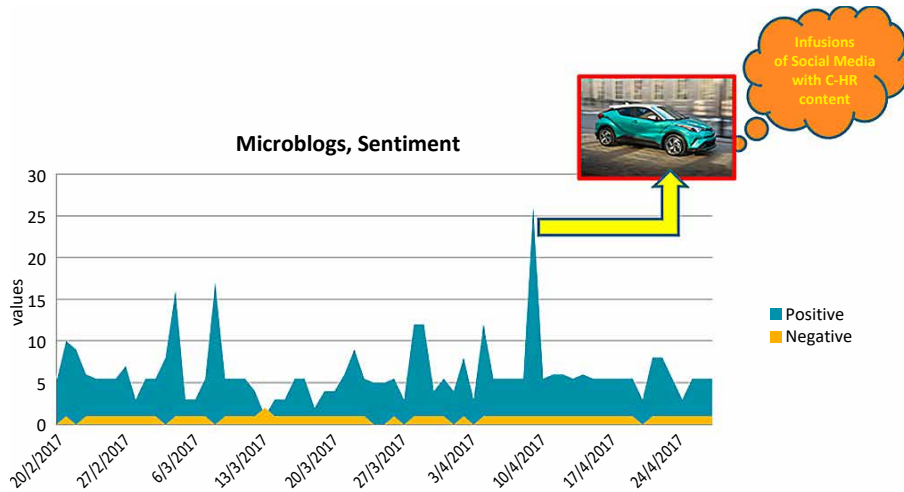
Graph 6. Sentiment ratio for “Toyota” mentions in social media globally in time window 1; tweets of Toyota’s C-HR model entering production, 2-10 November 2016
Source: Own elaboration.

Similar spikes could be observed in blog posts containing information relating to the new version of Toyota’s popular hybrid model Prius in April 2017 (graph 7).



Graph 7. Fluctuation of the reach, strength and passion variables for “Toyota” mentions in the blogosphere for February-April 2017, when posts such as “Toyota has built the ultimate Prius” were dispersed
Source: Own elaboration.

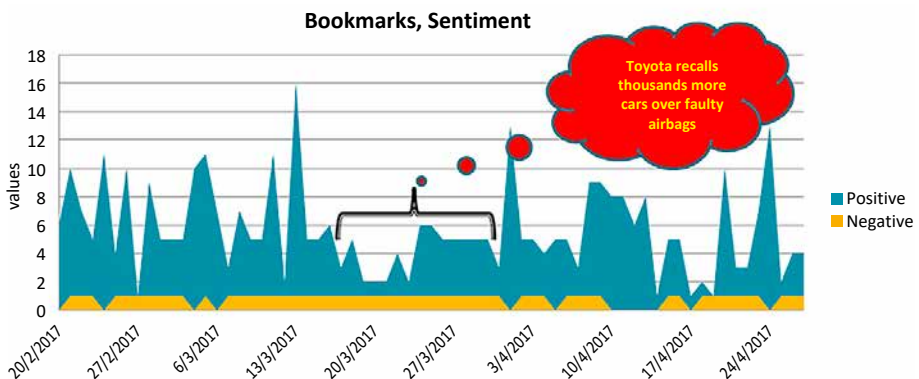
Increased sentiment ratio was also noticed on microblogging sites including Twitter and Tumblr in April 2017, when social media was constantly infused with CHR content in an attempt to boost sales of the new model (graph 8).



Graph 8. Sentiment ratio for “Toyota” mentions on microblogging sites globally in time window 2, when the company disseminated content related to the recently introduced C-HR model

Source: Own elaboration.

Similarly, intervals of decrements of sentiment ratio on social bookmarking sites were found to coincide with defamatory events, such as the recall of 2.9 million vehicles due to faulty airbags (graph 9).



Graph 9. Sentiment ratio for “Toyota” mentions on social bookmarking sites globally in time window 2, when the company recalled 2.9 million vehicles due to faulty airbags

Source: Own elaboration.

3.4. Reversing the negative brand image in social media

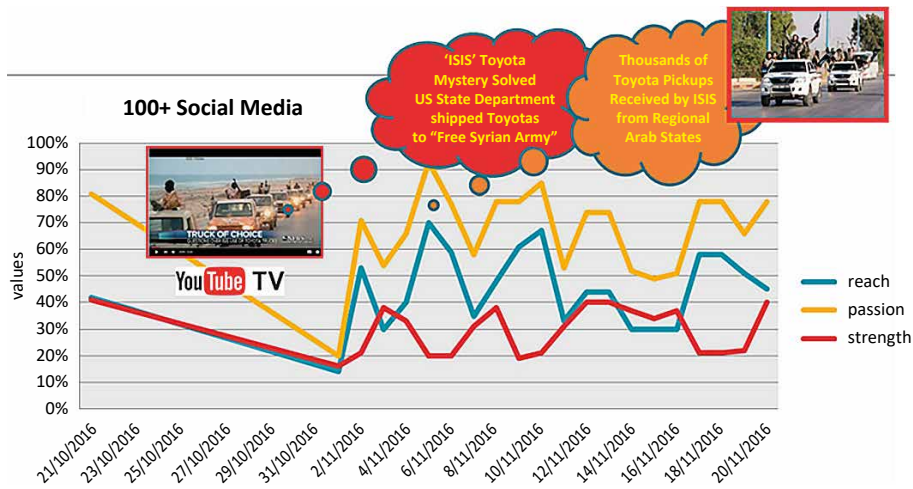
Based on the above, it can be seen that in many cases, real life events are reflected in the social media sphere, where the monitoring variables describing these events are correspondingly fluctuating. Therefore, uncomfortable situations are projected on social media, which introduces a new challenge for marketing teams. Toyota was one of the first companies that exploited the properties of social media monitoring to prevent a problematic situation getting out of hand. The Digg Dialogg tool was used to monitor the interview of the president of Toyota's North American Sales Operation as a means to observe its impact in real time and lead the discussion accordingly. Similar challenging situations were also bound to occur in the future (Liker, Ogden, 2011).

In 2015, it was investigated why so many of Toyota's cars and trucks ended up in the hands of the terrorist group ISIS. Hilux pickups and Toyota Land Cruisers were shown in the videos of terrorists in countries such as Syria, Iraq and Libya.

In almost all ISIS propaganda videos posted on social media in the following months, a convoy of Toyota vehicles was involved. White Hilux pickups bearing the black caliphate seal patrolling Syrian streets or gleaming Toyota Land Cruisers crossing Libya or Iraq could be spotted. The multimedia content related to this was diffused via social media, which negatively affected the three variables evaluated herein in the first 10 days of time window 1 (graph 10).

Mark Wallace, the Ambassador of the United States to the United Nations and CEO of the Counter Extremism Project declared that "the Toyota Land Cruiser and Hilux had by that time effectively become almost part of the ISIS brand" (Mosk et al., 2015). This hardly helped the brand name's reputation to be restored. The US inquiry about the so-called "Islamic State's" use of numerous brand-new Toyota cars and its projection in the social media sphere reinforced the negative impact on the brand's identity.

At the time, more intense than usual variations of the reach, strength and passion values could be explained by the unbalanced impact that the above content had globally. On the one hand, the involvement of the world's largest automobile manufacturer in supplying terrorist groups with equipment raised negative sentiments to customers. On the other hand, the fact that terrorists found in Toyota a reliable civilian vehicle that could be used in military operations had the potential to increase the number of the brand's fans. In order to maintain a good perception of

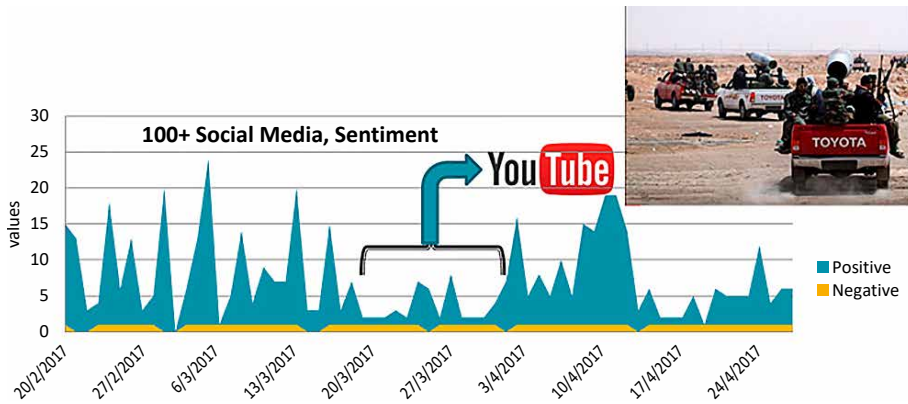


Graph 10. Reach, strength and passion for “Toyota” mentions in social media globally in time window 1

Source: Own elaboration.

Toyota’s brand name, social media was infused (Vagianos et al., 2019) with posts resembling the statement of Toyota’s spokesman Wade Hoyt’s, who in 2001 declared that “it was not the company’s proudest product placement, but it showed that the Taliban were looking for the same qualities as any truck buyer: durability and reliability” (Burns, 2001). Also the fact that the Hilux pickup truck was at the top of the shopping list of the free Syrian Army and other insurgent groups, including the Taliban, al-Qaeda and Boko Haram (Snyder, 2014), was presented in the social media in the same way. Toyota’s decision to “support” the inquiry led by the Terror Financing unit of the Treasury Department – part of a broad U.S. effort to prevent Western-made goods from ending up in the hands of ISIS – was also infused in social media in an attempt to reverse “negative” intervals caused by content revealing the company’s “involvement” in terroristic activities (e.g. 22-30 March 2017, shown in graph 11). For the same purpose, the company decided to publish its strict policy not to sell vehicles to possible paramilitary buyers (Mosk et al., 2015).

Already in 2016, through constantly evolving monitoring techniques, SMM teams could obtain atmospheric images (Spettel, Vagianos, 2019) of their brand’s impact in accordance with the prevailing circumstances as well as the brand’s projection in the social media sphere (Öztamur, Karakadılar, 2014). This enabled continuous handling of the situation aimed at reversing negative intervals through proper content infusion,



Graph 11. Sentiment ratio for “Toyota” mentions in social media globally in time window 2

Source: Own elaboration.

a technique that has been further been optimised to reach the level and scale of the present day.

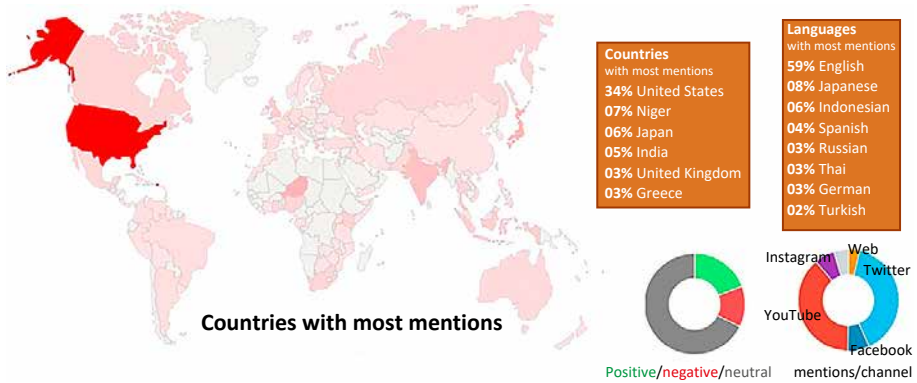
3.5. Recent years

The characteristics of social media monitoring described above are also visible in more recent times. In order to highlight them, two time windows, during which the impact of social media content infusion on certain variables could be demonstrated, were selected: a 15-day time window from the 4th to the 21st of March 2021 and an 18month time window from June 2019 to December 2020. The analyses of these time periods were made using the Mentionlytics SM monitoring tool (mentionlytics.com, n.d.).

3.5.1. A 15-day time window in 2021

As it can be seen in graph 12, during the time window between the 4th and 21st of March 2021, Toyota’s brand name was mentioned in the web and social media most frequently in North America, followed by Europe, South America, North Asia and Oceania. It was not frequently mentioned in Africa; Niger is an exception to this trend.

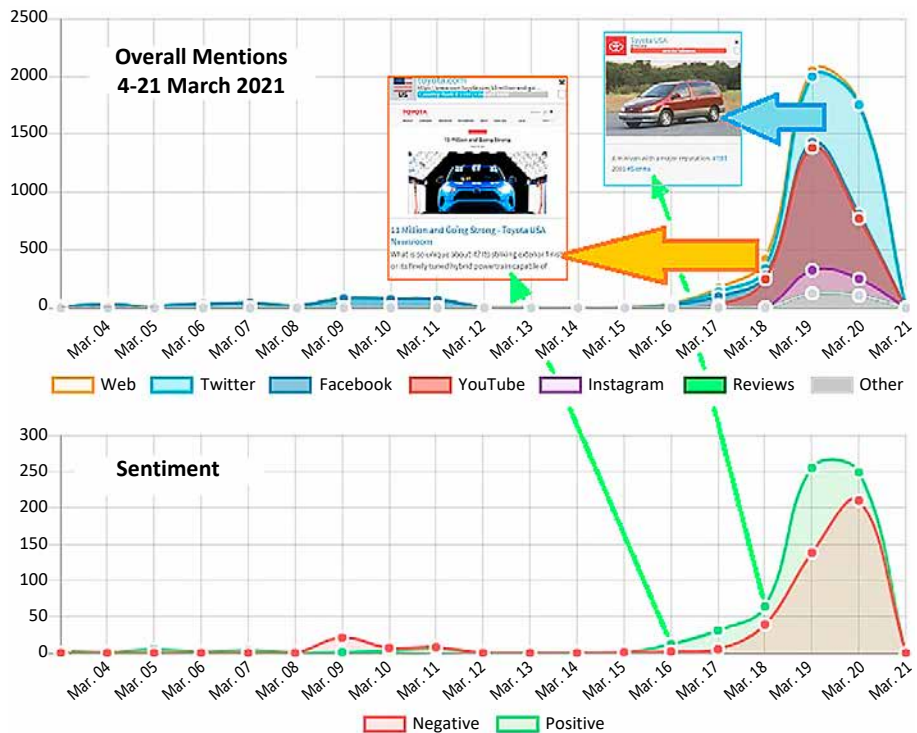
United States seemed to be the country with by far the most “Toyota” mentions, while Japan, India, United Kingdom and Greece had comparatively the most frequent traffic of content related to the brand’s name. English appeared to be the dominating language with “Toyota” mentions, followed by Japanese, Indonesian, Spanish, Russian, Thai and German.



Graph 12. Countries and languages with most mentions of the Toyota brand in the 15day time window from the 4th to the 21st of March 2021

Source: Own elaboration.

Graph 13 highlights the induced sentiment of posts produced by the Toyota’s marketing team in the US over the web, Twitter, YouTube and



Graph 13. Overall mentions and sentiment analysis in the web and social media from the 4th to the 21st of March 2021

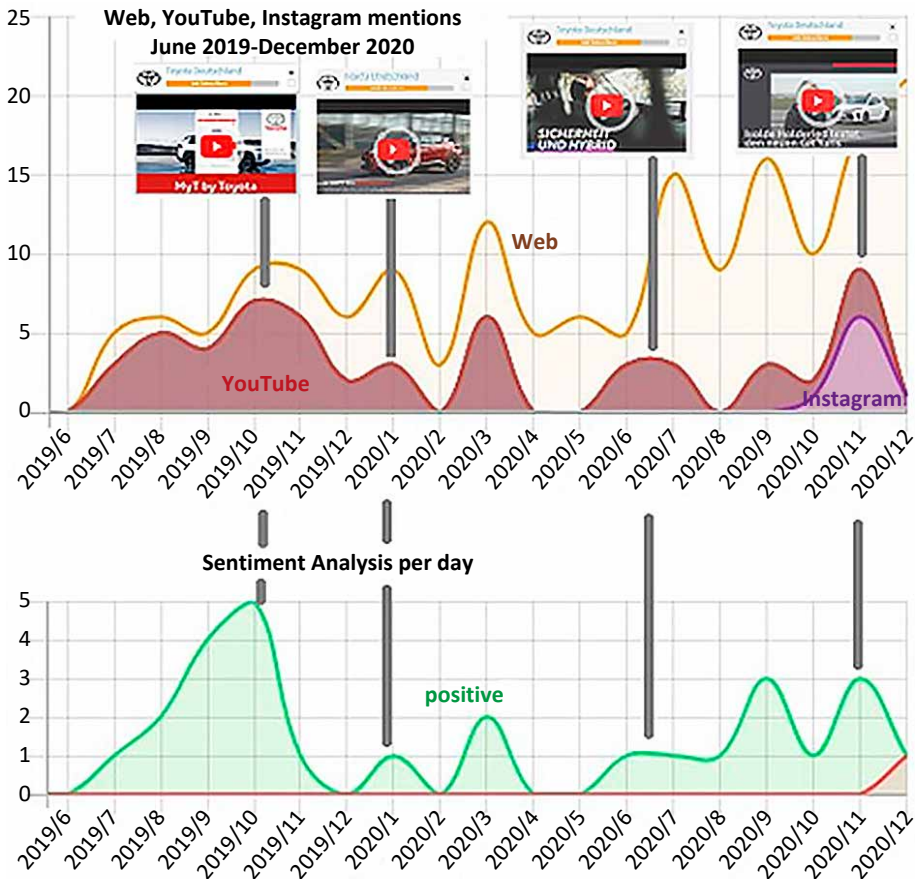
Source: Own elaboration.

Instagram. Two individual posts produced by the company’s Twitter account on the 16th (“13 million RAV4 and going strong...”) and the 18th of March (“Sienna: A minivan with major reputation...”) seem to have generated traffic (comments, etc) and induced mostly positive sentiment, which was observed over the following 4 days.

3.5.2. An 18-month time window in 2019-2020

Similarly, observations regarding a more extended period from June 2019 to December 2020 are presented in the following graphs.

In graph 14, the Web, YouTube and Instagram mentions are shown along the corresponding induced sentiment. Several peaks of mentions

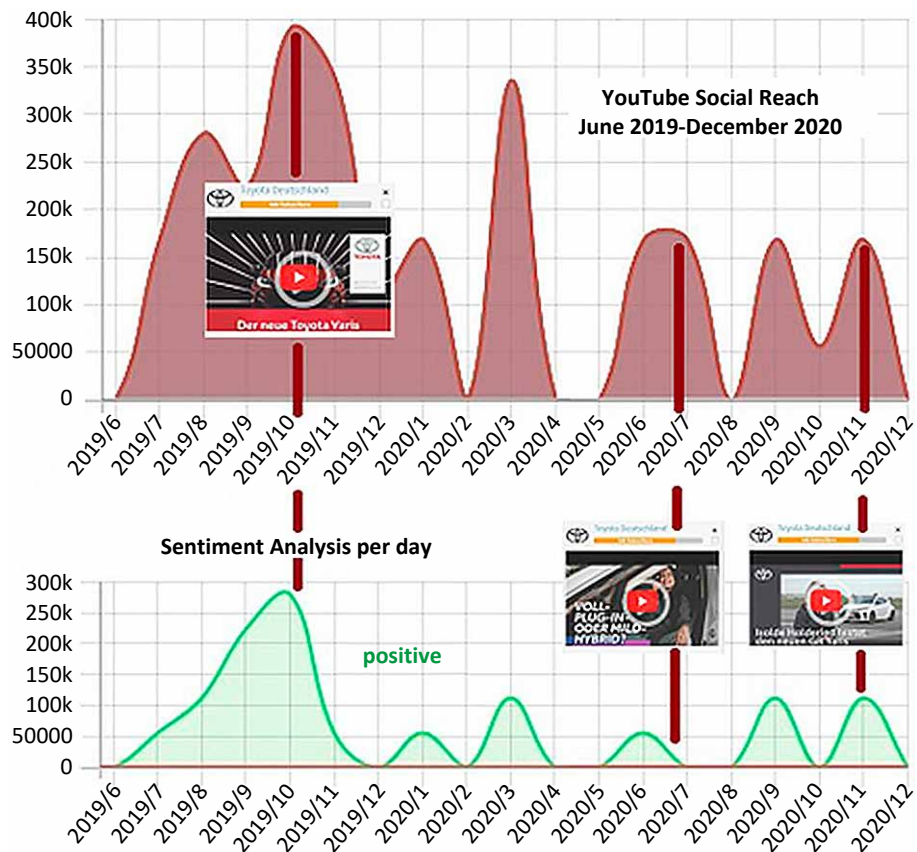


Graph 14. Web, YouTube and Instagram mentions of “Toyota” and sentiment analysis from June 2019 to December 2020

Source: Own elaboration.

on YouTube corresponded to posts by the Toyota Deutschland YouTube account which related to the RAV4, CH-R and GR Yaris models. It can be seen that the brand’s mentions mainly produced a positive response during the analysed 18 months.

Graph 15 demonstrates the social reach metric during the 18-month period. According to Mentionlytics (mentionlytics.com, n.d.), the social reach metric depends on how many followers a profile has and how many posts it posts. There is evidence that the social reach of Toyota’s posts increased around November 2019, which correlated with the introduction of the new Yaris model and the launch of related videos by Toyota in Europe (mainly in Germany). YouTube content related to the Yaris GR version,

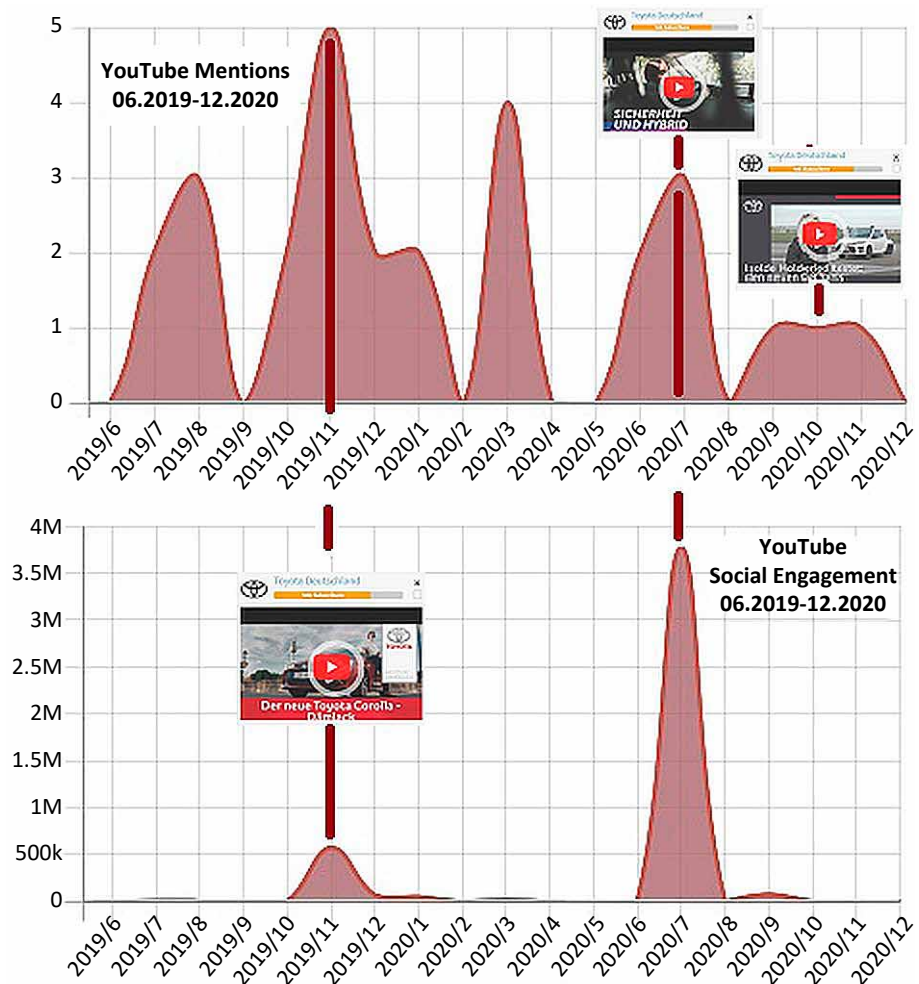


Graph 15. YouTube social reach and sentiment analysis from June 2019 to December 2020

Source: Own elaboration.

hybrid models and safety technology also affected the social reach variable, resulting in positive variations in the induced sentiment.

Graph 16 shows the relationship between the YouTube mentions and the social engagement metric. According to Mentionlytics, the social engagement is the actual total number of likes, shares, comments, videos and pins from every supported source. As it can be seen, the two spikes of this metric in November 2019 and July 2020 correlate with the corresponding peaks in mentions following the launch of videos presenting the new



Graph 16. YouTube mentions and social engagement from June 2019 to December 2020

Source: Own elaboration.

Corolla model by Toyota Deutschland as well as those showing the features of the company's hybrid and safety technology.

Overall, the observations in these time windows demonstrate the effect of the most recent content infusion activities of Toyota's SMM team on the monitored variables, outlining its impact on the internet community (Kato, Smalley, 2010). Throughout the years, it has been evident that these variables are dynamically developing in an attempt to adapt to the multifaceted impact of the evolving marketing techniques. It is more than obvious that the available tools can bring marketing to new levels of effectiveness, while deep knowledge of the field and accumulated experience are considered to be prerequisites for best results.

Conclusions and further work

SMM has been a rapidly evolving in the last decade. Companies quickly understood its importance and attained expertise in order to gain advantage over their competitors. This type of marketing requires constant monitoring of social media data as well as their analysis by implementing diverse tools. This paper has demonstrated how this was feasible even with freely available tools (Vagianos et al., 2022), just a few years after the introduction of SMM. Datasets relevant to the Toyota's social media mentions, referring to certain time windows of the past as well as more recent periods, were acquired and presented in an attempt to demonstrate the variation of the involved variables in accordance with content posting. It is shown that smartly tailored content infusions can play an important role in handling the produced atmospheric image of a brand in social media (Rajan, 2019), since continuous feedback of this manipulation process can be technically available through social media monitoring (Nwohiri, Amaechi, 2022).

Toyota's SMM has set extremely high standards in keeping all variables within the desirable limits. Appropriate short messages (microblogging) and short videos (Instagram) as well as simple photos (Pinterest) are predominantly used by Toyota's SMM, as they seem to be the most influential in producing high scores of reach, passion, and strength as well as positive to negative sentiment ratio. Therefore, they have the potential reverse uncomfortable situations. For instance, Toyota's connection to Islamic State may have negatively affected the company for some time, but with proper SMM strategy, it managed to not only remain unharmed, but also to reverse

the negative connotations, in many cases, with beneficial consequences (Felix et al., 2016).

Further research could exploit contemporary, more advanced social media monitoring tools and focus on more modern time windows in an attempt to retrieve multidimensional responses to certain content infusions or other types of human intervention in the social media sphere derived from several business sectors. In turn, the statistical analysis of datasets obtained from monitoring tools could be juxtaposed with real time facts and social media parameters projected in the social media sphere, aiming at finding deterministic correlation patterns (Greenacre, Blasius, 2006). A more current example could be compared with the one presented herein in an attempt to highlight differences and chronologically outline the advances of the social media monitoring techniques over the last decade.

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Manipulacja wizerunkiem marki poprzez media społecznościowe – praktyczne podejście przemysłu samochodowego

STRESZCZENIE

Artykuł przedstawia, w jaki sposób social media marketing i analityka mogą wspomóc branże w osiągnięciu celów kreowania marki przez zwiększenie wpływu ich mediów społecznościowych z pomocą reklam, relacji ze swoją społecznością, używania właściwych słów kluczowych oraz kreowania skutecznych i interaktywnych kanałów komunikacji z potencjalnymi użytkownikami. Wieloaspektowy wpływ postów w mediach społecznościowych został zademonstrowany na przykładzie Toyota Motor Company wraz z negatywnymi przypadkami, które miały wpływ na wizerunek firmy. Zaprezentowano także dowody na to, jak przerywanie obecności w mediach społecznościowych może zostać mądrze odwrócone poprzez wydajną infuzję treści. Do analizy rezultatów strategii marketingowych spośród wielu narzędzi wybrano "Social Mention", "Talkwalker" i "Mentiolytics", w celu ukazania efektywności i użyteczności metod monitorowania mediów społecznościowych, przy użyciu dostępnych przyborów. Strategia social media marketing Toyoty została wyróżniona w tym badaniu przez przedstawienie pomiarów zmiennych, takich jak zasięg, siła, pasja i sentyment marki na podstawie losowo wybranych okresów, z demonstracją dynamiki ewolucji technik monitoringu mediów społecznościowych.


SŁOWA KLUCZOWE social media marketing, analityka mediów społecznościowych, monitoring social mediów, metryka mediów społecznościowych, analiza opinii, strategia marketingowa Toyoty

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Author contributions

The author contributed to the interpretation of results and writing of the paper. The author read and approved the final manuscript.

Ethical statement

The research complies with all national and international ethical requirements.